

### REMARKS / DISCUSSION OF ISSUES

Claims 1-9 and 11-20 are pending in the application, where claim 10 had been previously canceled without prejudice and claims 11-20 have been added by the present amendment. Claims 1 and 5-6 are independent.

The Final Office Action rejects claims 1-9 under 35 U.S.C. §103(a) over U.S. 5,699,106 (Matsubara) in view of U.S. 6,191,782 (Mori). Applicants respectfully traverse and submit that claims 1-9 and 11-20, as amended, are patentable over Matsubara and Mori for at least the following reasons.

The Final Office Action correctly notes on page 3 that Matsubara does not disclose or suggest "displaying simultaneously marked portions of the interactive content and markers that mark the marked portions," as recited in independent claims 1 and 6. FIG 15 of Mori is cited in an attempt to remedy the deficiencies in Matsubara.

At the outset, it is pointed out that Mori has over 25 figures on 36 pages and 48 columns of text qualifying this patent as "complex". Therefore pursuant to 37 CFR 1.104, the Examiner must indicate how the reference is being applied. Further, since the reference is complex, Applicants will confine their remarks to those portions cited by the Examiner, except as otherwise indicated. Applicants make no representation as to the contents of other portions of the references.

Mori is directed to a terminal apparatus and method for achieving interactive operations by displaying a desired piece of image information at high speed. Instead of achieving interactive TV by terminals sending requests to the TV broadcasting station, the broadcasting station sends a plurality of images and the terminals interactively select and receive a desired image. That is, interactivity is achieved by one-way image transmission.

FIG 15 of Mori shows a flowchart of a cache manager 17 reading contents in advance or one generation later, namely, the details of step S53 shown in FIG 14. In

FIG 15, a cash table is generated and its contents obtained at a desired position. Navigation information tables (NVT's) are stored in a navigation cache unit if there is enough free capacity, or in a marked area storing the oldest NVT.

As shown in FIG. 22B, the interactive screen displays icons indicating "THE TERROR OF THE HUGE TORNADO (DISTRIBUTED BY AAA COMPANY)," "THE RETURN OF THE MONSTROUS DINOSAURS (DISTRIBUTED BY BBB COMPANY)," "SPORTS WARS (DISTRIBUTED BY AAA COMPANY)," and "RETURN." As clearly shown in shown in FIG. 22B, the icons do NOT have a transparent background.

In stark contrast, the present invention as recited in independent claim 1, and similarly recited in independent claims 5-6, amongst other patentable elements, recites (illustrative emphasis provided):

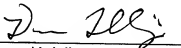
in response to activating the input, displaying a root element of the interactive content, the root element including a list of the interactive subtitle, wherein the list has a transparent background and is superimposed on the interactive content.

A list having a transparent background and is superimposed on the interactive content is nowhere discloses or suggested in Matsubara and Mori, alone or in combination. Rather, the icons shown in FIG 22B of Mori do NOT have a transparent background.

Accordingly, it is respectfully submitted that independent claims 1 and 5-6 are allowable. In addition, claims 2-4, 7-9 and 11-20 are allowable at least because they depend from independent claims 1 and 5-6, as well as for the separately patentable elements contained in each of the dependent claims.

In view of the foregoing, applicants respectfully request that the Examiner withdraw the rejections of record, allow all the pending claims, and find the application in condition for allowance. If any points remain in issue that may best be resolved through a personal or telephonic interview, the Examiner is respectfully requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,



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